

# COMMUNICATIONS MANAGER

## Position description

The Communications Manager is a senior leadership role within Environmental Justice Australia (EJA's) Engagement team, providing strategic direction and support across all of EJA's public communications, including media, digital campaigning and creative content development. This is an ongoing role, full time or 4 days per week.

This exciting role will suit a communications specialist with a strong grasp of communications strategy, media, brand, marketing and digital campaigning in the social justice sector, and a genuine interest in the power of people to make change. This role will allow you to make your mark in the environment movement, working in a small and dynamic organisation, in a diverse and challenging role.

As Communications Manager, you will manage the development and implementation of EJA's communications strategies, oversee EJA's communications channels and supervise key Engagement team staff. This includes developing communications initiatives to grow brand awareness, building a highly engaged supporter base, coordinating content across EJA's digital channels, and developing targeted and persuasive messaging for legal cases and advocacy campaigns. Working collaboratively with our lawyers and other staff, you will develop communications strategies to protect nature, safeguard health, and tackle climate change, and help other staff to see them implemented. You will provide expert recommendations to the CEOs to develop and execute new communications activities and will monitor, evaluate and report on the organisation's progress towards agreed communications goals.

Environmental Justice Australia is an equal opportunity employer. Aboriginal and Torres Strait Islander people, women, people from culturally and linguistically diverse backgrounds, LGBTQI people and people with a disability are encouraged to apply.

## About us

Environmental Justice Australia is a national non-profit legal centre using a powerful combination of law and advocacy to safeguard health, protect nature, and tackle climate change. For 30 years, we have been delivering environmental justice for nature and communities. Our team is made up of some of the best lawyers and campaigners in the country. Our bold, nimble organisation is led by two inspiring women under a unique co-leadership model.

## Our values

**Collaboration:** We work in partnership with community and other organisations because we are in this together.

**Respect:** We treat everyone with respect and we value different perspectives as we know we can learn something from everyone.

**Ambition:** We aim high and are at all times focused on achieving maximum impact for nature, climate and communities.

**Positivity:** We maintain hope and a positive approach because we believe we can change the world.

**Justice:** We are driven by our sense of justice – it's at the core of everything we do.

## Responsibilities

- Lead the development and implementation of the organisation's communications strategies, in collaboration with the CEOs.
- Supervise EJA's communications staff (currently a Media Adviser and Digital Campaigner) and work in collaboration with all members of the Engagement team to ensure all communications are well integrated and effective.
- In conjunction with the CEOs, manage EJA's brand ensuring a consistent and powerful visual identity, growing EJA's brand awareness through strategic partnerships, marketing / PR opportunities and other communications initiatives.
- Work with legal and campaign staff to develop communications strategies and products for EJA's programs of work including key messages and campaign collateral on tight timelines, in line with most recent communications research, movement guidelines, and organisational voice.
- Drive supporter acquisition, engagement and retention using best practice methods across a diversity of channels and a range of content mediums.
- Develop and oversee implementation of strategies to grow EJA's reach across traditional media and social media.
- Coordinate EJA's email program, ensuring supporters are kept up-to-date on EJA's work across all programs and provided with tailored and relevant engagement opportunities that help to achieve campaign and organisational goals.
- Support the Digital Campaigner to manage EJA's digital communications channels including the website, supporter email, Facebook, Twitter, Instagram, DoGooder and LinkedIn.
- Collaborate with the Development Manager to provide communications expertise for fundraising campaigns as required, including fundraising appeals, supporter engagement and acquisition.
- Collaborate with key communications leaders in allied organisations to share research and messaging guidelines, and work together to achieve movement goals.
- Manage and work with external consultants including communications, design and web development experts as required.
- Support staff with copywriting, publications, and content production as required.
- Contribute to the EJA team and the running of the organisation and office, and participate in all relevant aspects of EJA planning, review and reporting.

## Selection criteria

The skills, qualifications and experience we are seeking:

### Essential

- At least three years' and preferably more experience in a similar strategic communications role in an environmental NGO, social justice advocacy organisation or similar.
- Demonstrated commitment to environmental or social justice issues.
- Experience developing and implementing powerful and effective communications strategies.
- Demonstrated understanding of the media landscape and media cycle, including the ability to identify key media players and meet journalists' needs.

- Experience developing successful digital campaign strategies across multiple channels and platforms and utilising a range of creative content, in a campaigning context.
- Excellent written skills, including copywriting for different media and target audiences (print, digital marketing, websites, social media, speeches, reports etc).
- An ability to manage projects and produce high quality work with attention to detail and to tight deadlines.
- Good interpersonal skills and demonstrated ability to collaborate effectively with colleagues as part of a small team environment.

### **Desirable**

- Relevant qualifications in communications, journalism or public relations.
- Experience in marketing campaigns for supporter acquisition and retention, especially using digital marketing channels.
- Design skills (Canva or Creative Suite) for production of infographics, social media posts, event branding and programs, and video projection. Photography and image editing experience.
- Familiarity with WordPress, Campaign Monitor, Facebook and Twitter.
- Experience working with CRMs/databases for communications purposes including audience segmentation.

### **Location**

Melbourne. (Please contact us for a discussion if you are interested in the role but are located elsewhere.)

### **Terms and conditions**

- The position reports to the Co-CEOs.
- The position is full time or 4 days a week and is an ongoing position.
- The position is based in Melbourne but working elsewhere in Australia would be considered for the right candidate prepared to travel.
- Terms and conditions of employment are based on the Community Legal Sector Multi Business Agreement and the SCHADS Award. Indicative full time equivalent salary range is \$107,600 to \$113,800 plus compulsory superannuation and leave loading. The salary offer within this range will depend on skills and experience.
- EJA encourages flexible work arrangements and there is some scope for negotiation with respect to days and hours of work. The position will involve some travel and work outside normal business hours.

### **How to apply**

Send us your brief application comprising:

- your curriculum vitae; and
- a statement of no more than 3 pages detailing why you want to work with us, addressing the selection criteria outlined above.

Email your application to [recruitment@envirojustice.org.au](mailto:recruitment@envirojustice.org.au)

Enquiries: Elizabeth McKinnon and Nicola Rivers, co-CEOs, 03 8341 3112 or by email to [recruitment@envirojustice.org.au](mailto:recruitment@envirojustice.org.au)

**Closing date: Sunday 24 October 2021 at 11.59pm (AEST)**